

Mahalo for 2004 and happy new year 2005!

Several online news portals, magazines and TV stations reported on the shortage of Christmas trees in Hawaii. According to the press agencies, hundreds of people have been queuing for overpriced Christmas trees. You might have envied our abundance in Christmas trees for one day of the year, but keep in mind that we are jealous for your palm trees the remaining 364. We hope that all of you had peaceful holidays.



A very big Mahalo from Hawaii Tourism Europe for your great support in 2004. We had a very successful first year representing Hawaii in the European market, thanks to your help, and we are looking forward to a continuous strong cooperation in 2005. To all of you and your families, all the best for the new year. Hau'oli Makahiki Hou!

Your Hawaii Tourism Europe team

50 First Dates Mailing



As one of the final activities within the joint OVB/HTE 50 First dates DVD promotion, we sent out a mailing to German Karstadt travel agencies, highlighting Hawaii as romance destination and offering a Hawaii special package with McFlight, United Airlines and Hilton Hawaiian Village.

Makana on tour in Germany

Hawaii Top star Makana was touring through clubs in the German cities Berlin, Munich, Cologne and Frankfurt from December 10 to 15. This tour was supported by Hawaii Tourism Europe and FTI tour operator, who just launched a Hawaii-only brochure with a circulation of 100,000 copies.



Hawaii United Airlines Consumer Promotion

United Airlines Germany is currently offering an excellent rate for flights to Hawaii, including two inter-island flights. These rates can be booked as a Hawaii package with selected tour operators. In order to promote this Hawaii flight special, HTE sent out an e-mailing to 30,000 consumers.

VIP journalists were invited to the events, HTE in cooperation with tour operator FTI distributed information on the destination Hawaii and provided concrete booking offers. The Makana club tour is start of an extensive Worldsound – Hawaii Tourism Europe – FTI Hawaii promotion. Further concerts with Hawaiian artists are planned for 2005.

US Department of Commerce launches groundbreaking tourism campaign

Further to our teaser in the November newsletter, this is the news you have all been waiting for!

The U.S. Department of Commerce officially launched its long-awaited UK advertising campaign on Tuesday, 14 December at VIP trade and press party in London. This is the first integrated marketing campaign of its kind, designed to promote the United States as a travel destination.

The integrated campaign includes public relations, advertising and cooperative marketing components and features one of America's biggest exports – the entertainment industry. It invites British travelers to see and experience the real America they know and love from some of their favourite films, and aims to woo travelers to visit the great diversity of travel destinations within the United States.

The advertising theme is **'You've seen the films, now visit the set'**. It features recognizable and iconic film landscapes from destinations that appear in titles of American films, including "Chicago", "Sweet Home Alabama" and "Viva Las Vegas".

Douglas Baker, Deputy Assistant Secretary for the U.S. Department of Commerce, said: "Commerce Department Research shows UK travelers rank the United States highest in terms of destination desirability."

The research, conducted in the UK in June and July 2004 and the US was voted top of the list when it came to countries that UK long-haul holidaymakers dream of visiting. When asked

which was their dream destination, 66% of respondents spontaneously offered the USA as their answer.

The TV advertising campaign launches nationwide on Sunday 19 December, just ahead of the traditional peak holiday buying period.

Outdoor posters on London underground and road sites will appear from 03 January, each featuring an iconic shot from a hit USA movie, including the famous clip of Thelma & Louise driving magnificent Monument Valley, Spiderman dashing across the roof tops of New York City,...and the alluring Hawaii surf shot from Blue Crush!



More than 70 travel and tourism industry organizations will participate in this marketing campaign, extending the value of the USD6m campaign by a further USD2m.

The Hawaii Tourism Authority is proud to be a silver custom partner in this campaign, participating in web activities and advertising. Hawaii Tourism Europe have teamed up with key trade partners in the UK to convert visitors to the website into bookings. This is a strong vote of confidence from the US Department of Commerce in the UK market – so come on board!

We look forward to your continued support for future marketing opportunities in the UK market. Please also make sure you keep us up-to-date with latest news and developments from the Islands of Aloha to equip our PR department with plenty of stories for the hungry UK media!

If you would like more information about the campaign, please contact us: Charlotterees@hillsbalfour.com

Excellent PR results

Hawaii received great coverage in several publications generated through the NCL group press fam in October 2004. Two travel trade magazines from Germany as well as Switzerland covered Hawaii in detail presenting useful information on the destination.

One of the leading and upscale daily newspapers in Germany (Frankfurter Allgemeine Zeitung, circulation 480,300) published more than one page on all islands. The best known lifestyle and glossy magazine Bunte (circulation 990,000) also published 3 pages on Hawaii!



Hawaii ist auch ein gigantisches Shopping-Paradies

tourism.de): „Allein im ersten Halbjahr 2004 stieg die Zahl der Besucher aus Deutschland um 17 Prozent.“ Und das liegt nicht nur am starken Euro, der Urlaubsfreuden im 50. US-Bundesstaat plötzlich wieder erschwinglich macht. Hawaii ist nach Meinung zahlreicher Fachzeitschriften mittlerweile das ultimative Ferientziel – weltweit. Eine perfekte Synthese von Südeuropäer, Naturwundern und amerikanischer Tüchtigkeit, Service und Perfektion. Über achtzig, teilweise atemberaubend schöne Golfplätze machen die Inseln zum Golfparadies. Hawaii, besonders Honolulu auf der Hauptinsel Oahu, ist aber heute auch ein internationales Shopping-Paradies, das locker München und Düsseldorf zusammen in die Tasche steckt. Elegante Resorts wie das berühmte „Mandarin Oriental Kahala“ bei Waikiki (mit eigener Delfin-Lagune zum Schwimmen) locken mit Villen-angeboten und einer leichten, eleganten Pazifikküche, die nichts mit der üblichen Anti-Pampe zu tun hat. Der einzige Nachteil, dass die sehr unterschiedlichen Inseln des Archipels untereinander schwer zu erreichen waren, ist nun auch gelöst: Seit kurzem steuert das Kreuzfahrtschiff „Pride of Aloha“ von Norwegian Cruise Lines (www.ncl.de) die schönsten Stellen der Inseln an (sieben Tage pro Person ab ca. 800 Euro). Dank der großen Nachfrage werden demnächst von NCL sogar noch zwei weitere in Deutschland gebaute Schiffe in Hawaii eingesetzt. Aloha, ahō!

SEBASTIAN VON BASSEWITZ



Die Geschichte von Herrn Pawlow und seinem Hund kennt jeder: Immer, wenn der Forscher seinem Hund eine Wurst unter die Nase hielt und das Licht annahm, lief dem Tier das Wasser im Mund zusammen. Später geübte das Tier schon dann, wenn er bloß das Licht antizipierte. Dieser „Pawlow'sche Reflex“ funktioniert auch bei Menschen. Zum Beispiel immer dann, wenn das Wort Hawaii fällt. Sofort lächeln die An-

gesprochenen, viele stoßen einen Seufzer der Sehnsucht aus und jeder hat sofort leuchtende Bilder von Isländchen und knackigen Surfern vor Augen – wurst, ob er schon mal da war! Doch immer mehr Deutsche belassen es nicht bei diesem Fernweh-reflex, sondern düsen die 12.500 Kilometer (z.B. günstig und schnell mit United Airlines) ins Pazifik-Inselparadies. Meike Peplov von Hawaii Tourism in München (www.hawaii-

Hawaii

16. Dezember 2004 bis 15. Dezember 2005



Kleine Preise - Großer Urlaub in ora



FTI brochure launch – Hawaii music included

After several years of publishing an overall Northamerica catalogue, FTI tour operator, one of the key wholesalers in the long-haul market, re-launched an 80 page Hawaii stand-alone brochure with a circulation of 100,000 copies, to be distributed in Germany and Austria.

50,000 Hawaii catalogues include a special CD compilation with songs of Hawaiian artists, among them Makana, Amy & Willie and Keali'i Reichel. This promotion has been supported by Hawaii Tourism Europe – and created a run on the catalogues.

Web site launch

The Hawaii UK web site was launched successfully on 25 November and offers dedicated information for the target audiences of consumer, trade and media. Consumers will be able to search for holiday ideas, destination information and events as well as UK tour operators by special interest. The trade interface will include a quarterly newsletter, access to the image library, downloadable brochures and the possibility to advertise special offers. Media contacts will appreciate access to Island facts & figures, images, recent press releases as well as latest story ideas.



EIBTM Meetings & Incentive show, Barcelona



EIBTM is one of the major CMI shows of worldwide importance. HTE was present with an own booth, in cooperation with Honolulu based DMC Ole Tours Hawaii Inc. HTE had 54 appointments with buyers from incentive agencies, meeting planners and corporate event managers. The majority of the appointments, ca. 80%, were meetings with European countries, with a focus on Germany, Italy, Spain, France and UK. The remaining 20% accounted for other continents, mainly Australia and Latin America.

The feedback in regards to Hawaii from the industry was very positive. Especially incentive houses are now looking at Hawaii as a "new" and "different" destination. The benign effect of the current exchange rate supports this interest.

Marketing & PR Calendar

US Tourism Campaign e-mail activity
(January 2005)

Page & Moy 2005 Marketing Discussion
(06 January)

Maui Film Festival UK promotion – brainstorm with UK partners
(11 January)

Virgin Holidays 2005 Marketing Discussion
(12 January)

Hawaii theme @ Honeymoon Show St. Gallen, Switzerland
(January 14 – 16)

Holiday World Dublin, Ireland
(27-30 January)

German wholesaler trade fam trip in cooperation with Korean Air
(January 28 – February 06)

ITB Berlin, Germany
(March 11 – 15)

Market News Ticker

German outbound market returns to growth path

After two years of falling turnover and client numbers, the German outbound tourism market has successfully turned the corner in 2003/04. The organised travel market grew 4.4% to EUR 14.6 billion while client numbers increased 6% to 26.8 million, according to the newly-published FVW Documentation "German Tour Operators 2004".

Long-haul travel grew strongly by 7.4% as demand recovered thanks to the low dollar exchange rate and the effects of crises such as SARS and the Iraq war faded. Cruises were a clear growth segment in 2003/04 with the cruise operators in the FVW documentation recording combined turnover growth of 15.2%. For the forthcoming 2004/05 year, the leading operators are cautiously optimistic, although high fuel prices could put a brake on growth.

Newsletter Registration

If you would like to receive our monthly newsletter, please send an email to s.bisle@mangum.de, giving us your complete contact details. Thank you.